

What is claimed is :

1. A TV having an OSD (On Screen Display) function, comprising :  
a service site server for providing a user OSD (On Screen Display) set  
5 menu and an OSD generation program corresponding of the original information of  
a TV ;

a control unit for generating a pertinent OSD by using the OSD generation  
program after being provided the user OSD set menu and OSD generation  
program ; and

10 a video processing unit for displaying the generated OSD on a screen.

2. The TV having the OSD (On Screen Display) function according to  
claim 1, wherein the TV further comprises a storing unit for storing the original  
information, contact information for contacting to the service site server, and an  
15 OSD generation program corresponding to the original information.

3. The TV having the OSD (On Screen Display) function according to  
claim 1, wherein the service site server contacts to the control unit through a  
network interface unit.

4. The TV having the OSD (On Screen Display) function according to  
claim 1, wherein the OSD generation program provides various languages and  
various OSD formats.

25 5. The TV having the OSD (On Screen Display) function according to

claim 4, wherein the user OSD set menu describes OSD language information for selecting a user request language among the various languages and OSD format information for selecting a user request OSD format among the various OSD formats.

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6. The TV having the OSD (On Screen Display) function according to claim 5, wherein the OSD format is a format or a volume of an OSD.

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7. The TV having the OSD (On Screen Display) function according to claim 2, wherein the original information is a model name or a model number of a product.

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8. The TV having the OSD (On Screen Display) function according to claim 2, wherein the contact information is a URL (Uniform Resource Locator).

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9. The TV having the OSD (On Screen Display) function according to claim 2, wherein the control unit contacts to the service site server by using the contact information, and stores an OSD generation program corresponding to an OSD set menu selected by a user among user OSD set menus in the storing unit.

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10. The TV having the OSD (On Screen Display) function according to claim 9, wherein the control unit generates the pertinent OSD by using the OSD generation program stored in the storing unit when an operation order signal of a user is inputted.

11. A control method of a TV having an OSD (On Screen Display) function, comprising :

receiving a user OSD set menu corresponding to the original information of a TV by contacting to a service site server when an OSD set key signal is inputted ;

receiving an OSD generation program corresponding to a user request OSD menu among the user OSD set menus ; and

generating an OSD corresponding to an operation order signal by using the received OSD generation program when an operation order signal of a user is inputted.

12. The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein the receiving process for receiving the user OSD set menu uploads the original information of the TV by contacting to the service site server, and receives a user OSD set menu corresponding to the uploaded original information.

13. The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein the generating process for generating the user OSD updates the former OSD generation program with the received OSD, and generates an OSD corresponding to the operation order signal by using the updated OSD generation program.

14. The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein the original information is a model

name or a model number of a product.

15. The control method of the TV having the OSD (On Screen Display) function according to claim 11, wherein the OSD generation program  
5 comprises various OSD languages and various OSD formats.

16. The control method of the TV having the OSD (On Screen Display) function according to claim 15, wherein the user OSD set menu describes  
OSD language information for selecting a user request language among the  
10 various OSD languages, and OSD format information for selecting a user request  
format among the various OSD formats.

17. The control method of the TV having the OSD (On Screen Display) function according to claim 16, wherein the OSD format is a type or a  
15 volume of an OSD.

18. A TV having an OSD (On Screen Display) function, comprising :  
a network interface unit for receiving an OSD generation program which  
provides a user OSD set menu corresponding to the original information of a  
20 product, various languages, and various OSD formats from a service site server ;  
a storing unit for storing the original information and contact information of  
the service site server ;  
a control unit for transmitting the original information of the product by  
contacting to the service site server by using the contact information stored in the  
25 storing unit, storing the OSD generation program corresponding to the OSD set

menu selected by the user among the user OSD set menus in the storing unit, and generating a pertinent OSD by using the OSD generation program stored in the storing unit when an operation order of a user is inputted ; and

5 a video processing unit for displaying the OSD generated in the control unit on a screen.

19. The TV having the OSD (On Screen Display) function according to claim 18, wherein the user OSD set menu describes OSD language information for selecting a user request language among the various OSD languages, and OSD  
10 format information for selecting a user request format among the various OSD formats.